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Good morning. It's an honor and privilege to have you all here at Santa Clara University. I speak to you this morning as a serial entrepreneur, founder of SeniorNet, founder of Third Age, and a professor in the Leavey School of Business, Entrepreneurship, and I'm incredibly proud of my students who are premiering some of their innovations in the Smart Home this morning.

Eighteen years ago, we hosted the first SeniorNet conference. It was a confluence of sponsors and social entrepreneurs and technology leaders, along with incredibly passionate senior citizen volunteers who wanted to learn about the new technology. Allen Kay was our keynote speaker; Mickey Heart's mother was in the audience. Some wore gold high topped tennis shoes and we all cared about the future. Our foundation founder, Edee Bjornson of the Markle Foundation, took a look at the audience and the event and she said, "This is about spiritual efficacy." The SeniorNet members told us that they didn't want to be left out of the next generation. They did not want to be left out of the technology generation. They wanted to stay connected and to contribute in meaningful ways. We saw the leadership at AARP print cards with Print Shop; it was an exciting time. This year, SeniorNet turns 20 and it's moved across the street from Santa Clara under new leadership and there are 240 SeniorNet centers across the country.

I'm 20 years older, Bob Blancato is 20 years older, we're all 20 years older, and now we're at the dawn of a new revolution and the potential, at least equal to the one we have witnessed over the past twenty years. In January 2006, the first boomer born in 1946 turns 60. Already last night we celebrated Paul's 60th birthday and every 7.7 seconds another one will follow and it's not just in the United States: There are 77 million boomers in the U.S. alone, there are 8.1 million in Canada, 4 million in Australia, 1.2 million in New Zealand, Jillions in China I'm sure and Japan, 1.2 million in Norway, and lots in Italy. It's a global revolution in demographics and psychographics. We're looking at a vast potential in looking at how we age and to develop enlightened leadership around the opportunities that this tsunami represents.

Gathered at this Boomer Venture Summit today we have leaders from the top venture capital firms, the top corporations, many of whom have a pipeline into the CEO, the four of you are advising the President of the United States, we have access to change. We're going to soon hear from Chip Baird from North Castle Partners who has looked at the market opportunity for the boomers and seen enormous potential. We're joined by some of the finalists from the business plan competition, like Jamie Sharples, who are developing businesses aimed at this boomer market. We here at Santa Clara have hosted business plan competitions that have brought in businesses from 85 potential entrepreneurs and 11 countries, including Iceland who ended up in the finals with their Good Shoes.

The boomers are going to want to live healthier and we have an unprecedented bonus round of 30-40 more years of life: Like when the kids play the video games, we get

the bonus round of the next 30 years. What we're seeing is that there is going to be a revolution in technology and the internet if we connect those ideas to this longevity.

The other night I was in San Francisco and I saw this beautiful mural with the signing of the League of Nations and I was thinking of the testimony this morning and I thought, what if we launched the Global Longevity and Leadership Network, and what if we pioneered this in the United States, but invited other nations to participate. We have entrepreneurs from London, from Israel, that have flown in to participate here. We know that there is interest in this boomer market. What if we use the technology to share the latest research and to disseminate it quickly online? By using the power of online networks just as EBay does, our neighbor to the left who is five minutes away will make health care information accessible to everyone with a Google search. We'll convene online and offline seminars and workshops on a variety of health and wellness topics. We'll set global longevity targets so we can all decide how long do we all want to live, how fit do we want to be, how should our cognitive fitness be? We'll think about this around the world. We'll look at nutrition, sleep, exercise, play, work, family, brain health, grand parenting, and spirituality as we start discussing with one another.

Longevity itself is not enough unless we have leadership, and so we would also create a leadership forum where we'd all use technologies like linked-in and meet-ups so that all of us would have access to one another and together we can make a difference in the world.